



Course Information					
Code:	MKA51015	Course:	MARKETING GLOBAL		
Coordination Area / Program:	FAC. CC.EE. MARKETING				Mode: Presencial
Credits: 04	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: 128
	H.Teoria	64	0	64	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: 2025-01	Start date and end of period: del 17/03/2025 al 06/07/2025				
Career: ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARTE Y DISEÑO EMPRESARIAL - CIENCIAS DE LA ACTIVIDAD FÍSICA Y DEL DEPORTE - COMUNICACIONES - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AMBIENTAL - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - NUTRICIÓN Y DIETÉTICA - PSICOLOGÍA - RELACIONES INTERNACIONALES					

Course Pre-requisites		
Code	Course - Credits	Career
	> 120 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARTE Y DISEÑO EMPRESARIAL - CIENCIAS DE LA ACTIVIDAD FÍSICA Y DEL DEPORTE - COMUNICACIONES - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AMBIENTAL - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - NUTRICIÓN Y DIETÉTICA - PSICOLOGÍA - RELACIONES INTERNACIONALES
FC-P-IBS INTRAD01	INTERNATIONAL TRADE I: IMPORTS AND EXPORTS	RELAC. INTERNACIONALES
DGA-MKTMANAGEME	MARKETING MANAGEMENT	MARKETING
FC-MKT E-MKTFORBUSNS	E-MARKETING FOR BUSINESS	GEST. AMBIENTAL EMP. - ECO. NEG. INT. - ECONOMÍA - ECO. Y FINANZAS - ADM. HOTELERA
FC- P-MKT MARKETIN	MARKETING	ADM&FINCORP - NUTRIC. DIETETICA
FC-AD-MKT MARKETIN	MARKETING	NUTRIC. DIETETICA
DGB-PRINCIOFMKT	PRINCIPLES OF MARKETING	ADMINISTRACION - MARKETING - INTERN. BUSINESS
FC-MKT MARKETIN	MARKETING	MUSICA - ADMINISTRACION - COMUNICACIONES - ING. INDUSTRIAS ALIM. - ECONOMIA - ING. INDUSTRIAL Y C. - ARTE Y DIS. EMP. - RELAC. INTERNACIONALES - NUTRIC. DIETETICA - MARKETING - ECO. Y FINANZAS - ADM. HOTELERA - INTERN. BUSINESS - ADM. TURISMO -

		PSICOLOGIA - ADM. Y EMPRENDIMIENTO - ING. EMPRESARIAL - CC ACT FIS&DEPOR
FC-IND LOGIINDU	LOGÍSTICA INDUSTRIAL (S.CH.M.)	ING. INDUSTRIAL Y C. - ING. LOG & TRANSPORTE
FC-MKT GERENMKT	GERENCIA DE MARKETING	MARKETING
FC-ADM GESTEMPR	GESTIÓN DE EMPRESAS	ECO. NEG. INT.
FC-ADM ADMNEG	ADMINISTRACIÓN PARA LOS NEGOCIOS	RELAC. INTERNACIONALES

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
WONG VITOR, CAROLINA	cwong@usil.edu.pe	L-V 9:00 A.M. A 6:00 P.M.	Fac. Ciencias Empresariales

Instructors
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .

Course Overview
Global Marketing is a specialized training subject of a theoretical nature and contributes to the development of the skills of Business Development, Comprehensive Communication, Market Research, Strategic Planning, Resource Management and International Analysis. It includes the development of the following thematic axes, global marketing environments, global marketing strategies, market segmentation and global positioning. The creditable product is a final project where they design global marketing strategies and tactics taking into account all the topics of the course.

Competencias Profesionales y/o Generales			
Carrera/Programa	Sigla/ Denominación de la Competencia	Nivel de la competencia	Aprendizajes esperados
INTERNATIONAL BUSINESS	CG1: Comunicación Integral	N2 Elabora textos académicos escritos y comunicaciones orales con una estructura elaborada en el cual se reconoce la revisión de fuentes y documentación apropiada para comunicar sus ideas en un entorno académico y/o social.	<ul style="list-style-type: none"> • Communicates orally and in writing, understanding the various messages in a variety of situations and for different purposes. • Interprets and produces texts taking into account the required internal and external structure. • Formulate one's own arguments, spoken or written, in a convincing manner, taking into account other points of view. • Communicates orally, in writing and non-linguistically, applying the essential knowledge of his/her specialty
	CP2: Desarrollo comercial	N2 Comprende los acuerdos comerciales multilaterales siguiendo	Evaluates the current regulations of national and international trade,

		<p>las pautas y especificaciones de cada acuerdo con la finalidad de aprovechar las ventajas de los mercados globales.</p>	<p>considering the bilateral and multilateral agreements signed by Peru.</p> <ul style="list-style-type: none"> • Apply multilateral trade agreements following guidelines and specifications with the aim of taking advantage of the advantages of global markets. • Use foreign trade regulations and international customs terms in order to apply them in the planning of international trade strategies.
<p>MARKETING</p>	<p>CG4: Gestión de Recursos</p>	<p>N2 Describe el mercado con el uso de herramientas de marketing y/o modelos económicos para definir objetivos empresariales.</p>	<ul style="list-style-type: none"> • Understands the importance of business management for the success of organizations, through the analysis of case studies and real examples of the application of management theory in business practice. • Analyzes the foundations and components of business management, taking into account the administrative process and its application in business practice. • Establishes key and measurable business objectives, based on the results of market research and economic analysis. • Identifies and evaluates market opportunities and risks, taking into account business management tools to make informed and accurate decisions.
	<p>CP1: Investigación de Mercado</p>	<p>N2 Implementa las distintas metodologías y técnicas de investigación.</p>	<ul style="list-style-type: none"> • Recognizes the importance of market research as an important tool for searching, obtaining and interpreting information for making strategic decisions. • Identify problems or opportunities that require research and design, implement and evaluate

			<p>qualitative research to contribute to the knowledge of a market problem.</p> <ul style="list-style-type: none"> • Identify problems or opportunities that require research and design, implement and evaluate quantitative research to contribute to the knowledge of a market problem. • Recognizes the appropriate sample size, taking into account the available resources and the level of reliability required for the information.
	CP4: Planeación Estratégica	N2 Elabora las distintas partes del plan de marketing en función a los objetivos de la organización.	<ul style="list-style-type: none"> • Analyzes the external environment to identify opportunities and threats and thus plan strategically, establish the results and actions to take for the brand and company. • Analyze the internal environment to identify strengths and weaknesses and thus plan strategically, establish the results and actions to take for the brand and company. • Evaluates and designs strategic and operational marketing strategies to achieve the stated objectives. • Understands and uses analysis tools and management matrices to establish marketing strategies.
RELACIONES INTERNACIONALES	CP2: Análisis Internacional	N3 Desarrolla investigaciones profundas con el propósito de descubrir conexiones entre fenómenos jurídicos, económicos, históricos, políticos y culturales afianzados en una sólida metodología; teniendo la	<ul style="list-style-type: none"> • Analyzes specialized research, establishing connections between legal, economic, historical, political and cultural phenomena based on a solid methodology. • Handles in-depth investigations with the

		capacidad de manejar y organizar trabajo en un ambiente multicultural.	purpose of discovering connections between legal, economic, historical and political phenomena, in a multicultural context. • Uses in-depth research with the purpose of discovering connections between legal, economic, historical and political phenomena, in a multicultural context
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General Course Result	Unit Result
At the end of the course, the student prepares, in a group, a project considering the strategies of the international marketing mix with a viable income alternative, a demonstrated market potential and an international marketing plan, on the analysis of the different environments, demonstrating its ability to carry out marketing plans according to the conditions of a demand	1. At the end of the unit, the student identifies the most important characteristics and elements of each environment for subsequent analysis with judgment and ethics. 2. At the end of the unit, the student describes the strategies and tactics that a company must use to achieve its marketing objectives.

Development of activities		
Unit Result 1: <i>At the end of the unit, the student identifies the most important characteristics and elements of each environment for subsequent analysis with judgment and ethics.</i>		
Session 1: <i>At the end of the session, the student writes a collaborative work in which he presents research on the importance of Global Marketing in the current business context. Additionally, review the guidelines for preparing the Integrative Project and the Bibliographic Review Article, understanding their relevance in the analysis of the global environment.</i>		
		Semana 1 a 1
Learning Activities	Contents	Evidence
The student review the course content and evaluation schemes. Identifies the guidelines for the development of the final work as an integrative project of the global marketing course. Identifies the guidelines for the development of the Bibliographic Review Article, as a creditable product of the global marketing course. Argue your ideas about a topic through an individual activity	- Know the guidelines for developing the Integrative Project and its presentation. - Know the guidelines for preparing a bibliographic review article (base: 20 articles). - Introduction to global marketing. - Importance of Global Marketing in the current business context.	- Organize the class into Work Groups. - Participation forum on the topic of the week. - Document with the solution of the proposed case.
Session 2: <i>At the end of the session, the student writes a collaborative work in which he presents research on how different global marketing environments—including economic, social, cultural, political, legal, and regulatory factors—influence decision making. Likewise, it analyzes regional and emerging markets and trade agreements in the global context.</i>		
		Semana 2 a 5
Learning Activities	Contents	Evidence
- The student analyzes the influence of culture in international markets. - Review basic concepts of economic, social and regulatory environments. - Argue ideas about a topic through an individual activity.	- Environment of global markets. - Cultural dynamics in the evaluation of international markets. - Global economic environment. - Social and cultural environments in the global market. - How the political, legal and regulatory environment affects the global market. -	- Participation forum on the topic of the week. - Proposal of topics for the final work. - Documents with the activities of the session. - Progress 1 of the Integration Project: Present point I. - Reading Control 1.

	Regional markets and trade agreements. - Emerging markets. - Market regions and market groups.	
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Unit Result 2: *At the end of the unit, the student describes the strategies and tactics that a company must use to achieve its marketing objectives.*

Session 3: <i>At the end of the session, the student writes a collaborative work in which he presents research on segmentation, positioning, and product entry strategies in global markets. Likewise, explore branding strategies, international communication and promotion at commercial events such as fairs, business conferences and showrooms</i>	Semana 6 a 11
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Learning Activities	Contents	Evidence
- The student analyzes entry, segmentation and positioning strategies. - Identify branding opportunities in global markets. - Argue ideas about a topic through an individual activity.	- Market segmentation, positioning and evaluation. - Product and service strategies. - Entry strategies to global markets. - Branding and brand building. - International communication strategies. - Promotion at fairs, business conferences, missions.	- Participation forum on the topic of the week. - Documents with the activities of the session. - Progress 2 of the Integration Project: Present improved point I and point II. - Preview 1 of the Creditable Product: Present 20 articles chosen from the literature search in SCOPUS, which will be used to prepare a bibliographic review article. Reading Control 2.

Session 4: <i>At the end of the session, the student writes a collaborative work in which he presents research on the implementation of pricing, distribution, demand projection and marketing budget strategies in global markets. In addition, he makes the final presentation of the Integrative Project and the Bibliographic Review Article.</i>	Semana 12 a 16
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Learning Activities	Contents	Evidence
- The student reviews entry and pricing strategies. - Analyzes distribution concepts and marketing budgets in global markets. - Presents the Integrative Project and the Bibliographic Review Article.	- Pricing strategies and tactics. - Distribution strategies. - Sales strategies, demand projection and marketing budgets. - Presentation of the Integrative Project and the Bibliographic Review Article.	- Participation forum on the topic of the week. - Documents with the activities of the session. . - Advance 2 of the Creditable Product: Present improved points I, II, III, IV and points V, VI, VII and VIII of the bibliographic review article. - Advance 3 of the Integrative Project: Present improved points I and II and point III and IV. - Reading Control 3. - Final Delivery of the Creditable Product: Present the revised and improved bibliographic review article, with points I, II, III, IV, V, VI, VII and VIII completed. - Final Delivery of the Integrative Project: Present and present the revised and improved integrative project, with points I, II, III and IV completed.

Methodology

The course will be developed based on the following methodologies: The course will be developed based on the following methodologies: Participatory learning, Collaborative learning. The methodology of this course is active - participatory since it links and integrates the conceptual part with the practical application through cases and integrative teamwork. In addition, emphasis is placed on the development of discussion and reporting activities throughout the semester. The teacher's participation is aimed at facilitating the learning process based on knowledge and experience.

Assessment System

Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.

The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.

Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	40%			
Promedio de Prácticas	100%			
Práctica 1			Semana 6	No
Práctica 2			Semana 11	No
Práctica 3			Semana 16	No
Evaluación Final	60%		Semana 16	No

Attendance Policy

Total Percentage Absences Permitted	30%
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Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

Basic Required Reading

- [1] Green, Mark C. (2020). *Global marketing* /. (10th ed., global edition). Pearson Education,.
 [2] Alsem, K. J., (2024). *Strategic marketing planning : a step-by-step approach*. (Second edition). New York, NY : Routledge, 2024.

References Supplementary

- [1] Kotler, Philip (2017). *Fundamentos de marketing* /. (13a ed.). Pearson Educación,.
 [2] Plarium Global Ltd (2017). *Plarium lanza campaña internacional de marketing con famosos deportistas mundiales*. . <http://www.businesswire.com/news/home/20161116005660/es/>

Prepared by:	Approved by:	Validated by:
WONG VITOR, CAROLINA /		Office of Curriculum Development
Date: 05/02/2025	Date:	Date: